

Why YouTube is growing

- » Effortless upload
 - Web based upload
 - Instant live (almost)
- » Simple view experience
 - Fast playback
- » Easy to discover new videos
 - Related videos, categories, groups, my videos
- » Quick and easy to share content
 - Share this video in the player & end of video
 - Many tell-a-friend links
 - YouTube Address Book
 - Embedded player to put videos other sites
- » Liberal copyright policy
 - 10 min, 100 meg limit on uploads from anyone
 - No proactive screening; reactive DMCA only

* Schedule estimates assume no new engineers are assigned to the project

Google

Discovering new videos parity analysis

Youtube

Videos tab

- Most viewed
- Top rated
- Most discussed
- Top favorites
- Recently featured
- Most recent
- Random

Google Video

Home page

- Top 100
- Planned for Q3
- Maybe for Q3
- Random page (on site now)

Categories tab

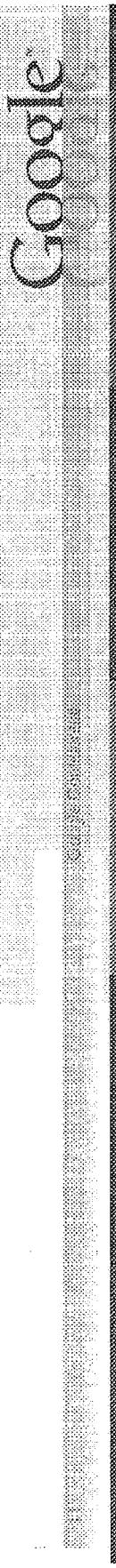
Groups tab

Members tab

Not in current Q3 plan

Planned for Q3 via integration with
Google people profile pages*

* Focus/Orkut project dependency; integration work
not yet started/mockup



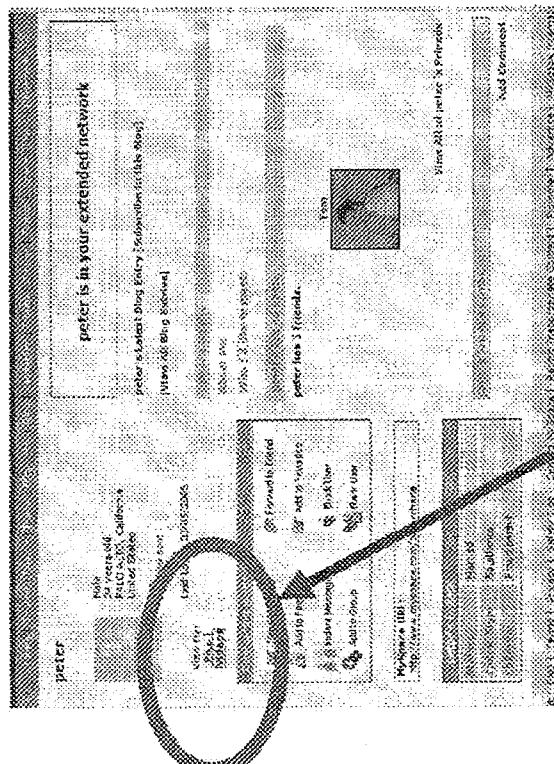
Why Myspace Video is growing

- » **Access to MySpace user base**
 - 68M total users, 48M unique per month
- » **Effortless upload**
 - HTML upload
 - Instant Live (almost)
- » **Simple view experience**
 - Fast playback
- » **Easy to browse and discover videos**
 - My Favorite Videos page is public
 - Videos can be embedded on my public profile
- » **Video makes your MySpace profile page more interesting**
 - User identity expressed through video
- » **Liberal copyright policy**
 - Seems to be the same as YouTube

* Orkut integration dependency

Google

Video Everywhere on MySpace

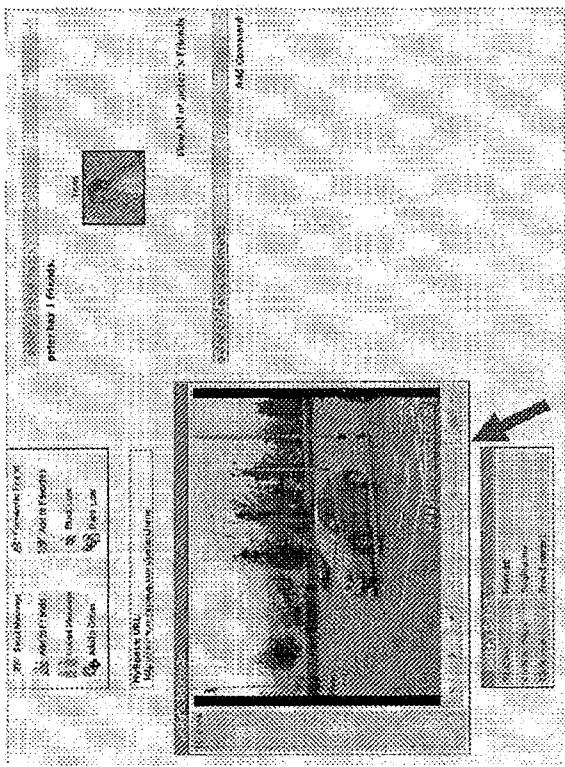


View the videos I've uploaded

A screenshot of a MySpace 'My Videos' page. At the top, it says 'You can't upload this video' and 'You can't upload this video'. Below that, there's a heading 'My Videos' with a sub-section 'Listing 1 of 1'. It shows one video thumbnail with the title 'ah whoo hoo', a duration of '3:00', and a 'View this video' link. To the right of the video, there are links for 'Edit video', 'Delete video', 'Report video', and 'Share this video'. On the far right, there's a sidebar with sections for 'Recent activity', 'Recent comments', 'Recent photos', and 'Recent status updates'.

My Videos & Browse
other videos

Video embedded on profile page



Video embedded on profile page



Copyright policy parity analysis: YouTube

-10 min, 100meg upload limit for users

-Director program for longer works

-Partial works accepted

- CSPAN, Family Guy, John Stewart,
NBA clips, music videos posted on the
site

- YouTube gets content when it's hot
(Lazy Sunday, Stephen Colbert, Lakers
wins at the buzzer)

- Takes us too long to acquire content
directly from the rights holder (e.g. our
talks with CSpan about Colbert
speech)

-500k playbacks before CSpan
takedown on YouTube

-Google Video Lakers-Suns Game 4:

-555,016 playbacks

-124 sales

-Users want the clip!



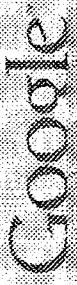
Top Videos Playbacks / Sales as %	Daily Total 11.679.460
NBA Playoffs 2008: Lakers-Suns - Game 4 - Apr 30 2008	555.016 (4.75%)
Lady Punch	147.415 (1.25%)
Hasta q i cheipo ayunta: Canal + 13933 La ruta destruy (del bakata) Valencia	121.618 (1.04%)
911 Loose Change 2nd Edition with extra footage	120.330 (1.03%)
Mario Live	111.874 (0.96%)
The Da Vinci Code - Meet Sir Leigh Teabing	89.796 (0.77%)
Loose Change 3rd Edition	78.764 (0.67%)
Amazing Juggling Finale	54.701 (0.47%)

Attorney-client privileged

Market feedback

- News Corp (Chernin)
 - "Exciting as it shows the potential pent up demand... we did a survey and more than 80 percent of video on [YouTube] is copyrighted content."
- CSpan on Colbert video
 - Evaluating infringements on a case by case basis
- Sony TV and movie division
 - All types of promotion benefits their business...
 - Take legal action over full works and clear piracy
 - Legal team can't keep up with volume of issues online today
- NBA
 - Split opinion between promotional value and recognition of need to provide content to users in a more controlled fashion

Attorney-client privileged



Ask: Approve proposed policy change

Today

- Zero tolerance on copyright, porn, violence, hate
- Enforced with proactive screening before the video goes live
- Instant Live: We review after the video goes live not before

Proposed change

- Keep rejecting full works
- Keep rejecting all porn, violence, hate
- Accept partial works up to 10 mins long
- Takedown
 - Per DMCA request
- Protective measures
 - Provide our DMCA Tool to rights holders who ask for it
 - Fingerprint videos so videos taken down once don't show up again
- Tool already built
 - Work started (2-3 week work item for Kirkland team)

Attorney-client privileged



Risks and responses with the proposal

Risks	Responses
1. Downloads feature (on by default) allows for content redistribution	1. Make downloads opt-in for all uploaders (200K downloads/day vs. 11M streams)
2. Issues with enabling anyone to monetize video uploads	2. Require proof of ownership before we allow any uploader to monetize <ul style="list-style-type: none">* Offer ads to premium and ISO team content first
3. Legit (for sale or with ads) and not legit (free) content in the same index	3. Partners can use DMCA Tool to monitor index
4. Onebox could show copyrighted content	4. Not sure if this is a big concern; we could have Onebox show only partner content using whitelist
5. Alienate premium partners (risk comprehensiveness over the long run)	5. Premium partners will place their content in front of the widest audience
6. We become a YouTube clone	6. We don't want to be the #2 video site either

Eng staffing

Mountain View (Jeremy Doig)

"Backend team"

Total FT engineers: 16

Part time: 3

Intern: 1

New adds since 1/1/06:

- billy biggs
- ron vered
- ozgur sahin
- nico catania
- meng guo (just joined)

Kirkland (Rod Chavez)

"Front end team"

Total FT engineers: 7

Part time: 0

Intern: 1

New adds since 1/1/06:

- Video Player team moved to work on video front end:
 - * Andrew Gove
 - * Edward Cukierman
 - * Mike Yu
- Started working on video full time in Q2:
 - * Brunson Moody
 - * Katya Mineeva
 - * Nick Lee
- Nolan Clark joined team in Q2

Youtube estimate: 30 people, 25 engineers



Staffing ask

Mountain View (Jeremy Doig)

"Backend team"

- 1 for video API
 - video as a platform for other apps
- 1 for contentdb
 - scalable back-end (no more mysql)
- Production Engineer
 - Reduce eng time dealing with day to day issues
- SRE
 - Currently set for 3/07
 - Run the site

Kirkland (Rod Chavez)

"Front end team"

- 2-3 Java/GXP front end engineers
 - For Youtube parity; meet Q2 deliverables
- 1-2 more Java/GXP front end engineers
 - To surpass YouTube in Q3
- Use Adsense for Video team for Google Video ads work
 - 4 engineers

Mountain View (Peter Chan)

- 1 content programmer to select and feature content per category
- Work on content verticals, partner pages